

## ABSTRACT OF THE DISCLOSURE

A system, method and carrier medium for modeling a Financial Service Organization (FSO) business in a computer software program and for storing the model of the FSO business in a database. An object-oriented business model representing the FSO may be created and stored in a business model database. The one or more business objects included in the business model may be configured to describe various products, methods, functions and properties associated with an FSO. A process map business object may describe a process workflow. The process workflow may identify a sequence of tasks to be performed by an FSO production system to process an FSO transaction. The sequence of tasks associated with an FSO transaction may be consistent with pre-defined business logic for the transaction. Selecting a task object from a plurality of task objects and transferring the task object to a process map display representing the process map business object may create the process workflow. Additional task objects may be transferred and connected to the transferred task objects in a manner consistent with the business logic. An FSO production system, which may be configured to process FSO transactions, may access the database to request data associated with a particular FSO transaction. On receiving the requested data from the business model database, the FSO production system may complete the processing of the FSO transaction.